

OWN YOUR
OWN HOME

Homes and Investment Sites Feature Real Estate Sales

BUY REAL
ESTATE NOWBUILDING GAIN SHOWN
IN FIGURES FOR APRIL

Early Returns Indicate Erratic Conditions Last Month Did Not Deter Building.

Commenting on the building situation, E. W. Straus, of S. W. Straus & Co., says:

"Notwithstanding the deterring effects of the railroad strike, which seriously interfered with the movement of all building materials and added to the shortage in basic commodities, preliminary statistics for April indicate that the amount of contracts awarded will exceed the figures for March. It is well to remember at this time when the moving season is at its height and when evidences of racial unrest, as a result of constantly increasing rents, are being manifested, this one of the conditions that will bring about permanent stabilization is a vastly increased supply of residential structures. So far during the current year only about 20 per cent of the total construction of the country has been devoted to residential types, which is fully 10 per cent below normal.

"The shortage of homes throughout the country not only adds to the financial burdens of many classes of people who are least able to stand them, but it has a general disturbing effect which fosters unrest and contributes to the general lack of production. In recognition of this fact some of the country's large industrial concerns during the past few weeks have undertaken to solve the housing problem among their employees through the inauguration of installment mortgages. In one of the most notable of these plans it is announced that the employees are to make an initial payment of 10 per cent of the cost of the home and then pledge themselves to pay the balance in monthly installments covering a period of ten years, the total cost being just what the cost has been to the corporation.

HOME built by Frances Hodgson Burnett, famous author, at 1770 Massachusetts ave., which was sold through Moore & Hill, to Mrs. Louise Cromwell Brooks, of Philadelphia, who will occupy the house.

CONVENTION HOLDS
REALTORS' INTEREST

Interest Developing Among Local Dealers—Advertising To Be Discussed.

The numerous difficulties of housing will come in for a full share of discussion at the annual convention of the National Association of Real Estate Boards to be held in Kansas City the early part of June.

There will be a conference on the rental situation throughout the country that will be led by Thomas Shallock, Jr., of Philadelphia, who several years ago served as president of the National Association. Rental conditions have been acute in Philadelphia, perhaps as much or more so than in any other city throughout the nation. The real estate board of that city has managed the proposition in a manner that has not worked a hardship on either the landlords or tenants. Substantial increases in rentals have been made throughout the city, which has operated to encourage an extensive building program that may finally result in preventing further advances in rentals. The officials of that city handled the subject in a sound and businesslike way and left it to realtors, who were thoroughly familiar with all phases of the real estate business.

Another subject of importance to be considered by the convention is real estate advertising. Large sums of money are wasted by realtors by injudicious use of space and the manner and method employed in presenting real estate propositions to the public. Efforts will be made to impress realtors how to advertise specific properties to get the best results, and, secondly, of more importance, how to advertise real estate in general to create a favorable impression on the minds of the public that will encourage investments in that line instead of stocks, bonds and automobiles, which seem now to be attracting more than its share of the funds in the hands of investors.

Much interest is being manifested in the speakers' contest, that will be held on the second evening of the convention. Representatives from numerous boards will enter this contest under restrictions of five-minute speeches in which to present the benefits and the advantages offered by the city in which their board is located. It is the ambition of the members of the local association that their representative will bring home the magnificent silver cup that is awarded first place in this contest. It is now held by the New Orleans Real Estate Board, that won it last year at the Atlantic City convention by a very narrow margin.

Charles W. Fairfax, local chairman of the Kansas City convention, is daily receiving inquiries as to the train and hotel accommodations, which indicate that much interest is being manifested by the Washington realtors in the convention this year.

CAPT. JAMES F. OSYTER
SELLS HIS RESIDENCE

Capt. James F. Oyster, chairman of the Rent Commission, has sold and recently vacated the residence that he occupied for several years at 1314 Rhode Island avenue. The house is modern in every respect, containing ten rooms and two baths, with a garage in the rear.

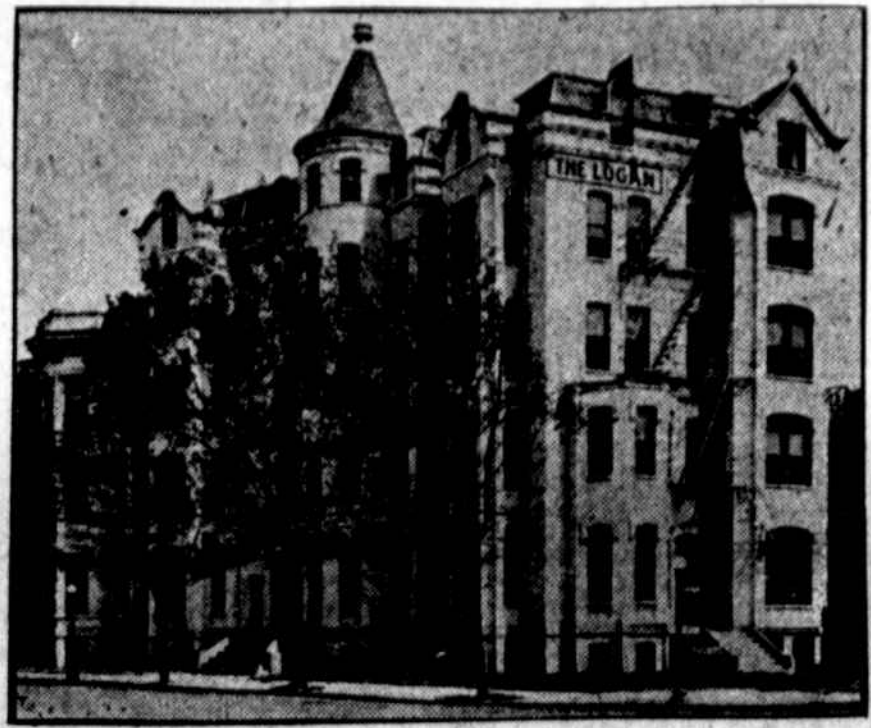
The purchaser, who acquired the property through the firm of Stone & Fairfax, is Miss Lillian M. Chapman. She will occupy it as a home.

KENNEDY STREET HOMES
ARE SOLD FOR \$42,000

Four homes on Kennedy street, in Fourteenth street highlands, were sold last week through the D. J. Dunagan office. The sales were as follows: 1395 to Grattan Kerans; 1399 to Ethel Buckingham; 1317 to Clifford A. Cannon, and 1321 to Herbert G. Barott.

The same firm sold a home at 513 Webster street, in Petworth, to George F. Hoover. The total consideration involved in these sales was \$42,000.

LOGAN HOTEL, at Iowa circle, sold last week by Shannon & Luchs for Charles P. Knapp to Felix Lake. The property contains 7085 square feet, improved by the five-story structure. The property has been valued around \$75,000.



Advertising Real Estate

By RONALD S. O'NEILL.

Realtors, meeting in their annual convention at Kansas City in June, will devote considerable time to a thorough discussion of Real Estate Advertising.

Newsprint is becoming more scarce every day. The cost of advertising is increasing. Yet ADVERTISING is to BUSINESS what FOOD is to LIFE. No business, including the business of buying and selling homes, can long exist without advertising. To GROW, even to live, Realtors MUST advertise. The question, most likely, for which an answer will be sought at Kansas City is how to get the most out of advertising.

The old Biblical quotation, "As a man soweth, so also shall he reap," has been quoted many times, but it aptly answers the Realtor's question. You can get out of any enterprise results proportionate only to what you put in. The only thing you can get fruit or wheat or trees from is seed. The only thing you can get results in advertising from is COPY—the words and pictures you put into advertising. Copy is the seed from which the fruits of advertising grow.

Plant BETTER copy and you will get BETTER results. Be truthful always. You are that, but be explicit, thorough and frank. Give the prospective buyer at least half a chance to know what you have to offer him.

Have YOU advertised a house for sale recently without getting any appreciable results? Take a copy of your ad and compare it with an automobile advertisement appearing in any newspaper on any day. The result should be enlightening.

The manufacturer has a splendid picture of his car in his ad; is there an attractive picture of your house in yours? He tells you where you can SEE the automobile, he doesn't say "in the neighborhood of somewhere." He knows you might pass his competitor's store en route, but that's one of the chances of business he must take. Why can't you? He tells you exactly how much the car will cost. He tells you about SOME ONE THING that his car has which can be found in no other car on earth. All houses are not the same, and yet, is there any difference between your advertisement and every other appearing in the same paper on the same day as regards general style and contents?

A prominent local merchant reminds his advertising man frequently of the street signs on every corner in Washington. He asks how often they are noticed by the thousands of native people who pass them every day. Their blue and white letters are so common that they are passed unseen. "But," says this merchant, "suppose some one paints them all red tonight—who will not see them tomorrow?"

The Realtors are going to tell each other, at their convention, how to paint real estate advertising red.

FOUR STORES, ONE FARM,
AND FOUR HOMES SOLD

Four one-story stores located at

1817 and 1819 Good Hope road and 1901 and 1903 Nichols avenue were sold last week to Maurice B. Korman for the Iris Realty Company through the real estate firm of Thomas E. Petey.

The six-room house at 1924 Seventeenth street southeast, was sold to Charles Sherrer for F. Frank Repetti. William W. Stewart bought the property at 3665 Thirteenth street from Albert Rusher. Maurice D. Shannon bought the home of Jacob S. Gruver, at 3665 Thirteenth street. Ann M. Repetti sold the home at 1343 S street to Rufus Hill. A six-room home and eight acres of land at Washington Grove was sold to Louis Broadway for Fred B. Jackson.

DR. BLISS REOPENS OFFICE. Dr. Lewis Bliss has reopened his chiropractic offices at 1301 G street and has installed a new model high frequency and X-ray machine.

Open For Inspection Sunday

1461 Harvard
Street N. W.

In Washington's exclusive northwest section. Splendid home of 8 rooms and 2 baths; hot-water heat; electric lights; automatic hot-water heater; double floors throughout; open fireplace; weather stripping; double garage in rear, with running water. New home, in perfect condition. Price only \$19,000. Must be seen to be appreciated.

Winfield Preston

202-3 Machinists' Bldg.
9th St. and Mass. Ave.
Main 4759

For Sunday Appointment
Phone Col. 6906.

BETTER CLASS HOMES
LEAD SALES OF WEEK

Cleveland Park and Chevy Chase Properties Among Boss & Phelps Sales of Past Week.

Judge George F. Farrell purchased through Boss & Phelps one of the new homes recently completed by George U. Small at 3406 Macomb street in Cleveland Park. The house purchased by Judge Farrell is of frame and shingle construction, detached, containing ten rooms, three baths, heated with hot-water, having electric lights and other improvements.

A home in Columbia Heights, situated at 1335 Girard street northwest, owned by Fannie C. Graham was sold to Otis J. Ware. This house was built about fifteen years ago by the late Franklin T. Sanner. It is of brick construction, containing ten rooms, two baths, and having hot-water heat and electric lights.

A new house just completed by the Thrift Building Company located at 1706 Thirteenth street northwest, was bought by Sue P. Harper. The house is of hollow tile construction, having a smooth stucco finish. There are six rooms, large attic, house heated with vapor, having electric lights, and front and rear porches. The lot is 18x100, to a 20-foot alley.

John W. Curtin sold a house located at 2032 Lincoln road northwest, in Eckington to Cornelius F. McHugh. The improvements consist of a two-story six-room and bath colonial brick house, heated with hot-water, having electric lights, front and rear porches.

Atwood M. Fisher purchased the property of 3512 Kansas street northwest in Chevy Chase from Laura A. D'fenderfer. The home bought by Mr. Fisher was built about five years ago by Jacob S. Gruver. It is of frame construction, central hall plan, having ten rooms, two baths, all modern improvements, including a garage. The lot is 90x90.

COL. W. E. FOWLER BUYS
THE DERRICK BUILDING

The Derrick building, at 819 Fifteenth street, was bought last week by Col. William E. Fowler and associates. The consideration was in the neighborhood of \$100,000. This purchase marks the passing of the last building in this block into permanent business, the entire block now being occupied by banking and real estate offices.

It is the purpose of the new owners actually to rebuild the house. The entire front will be torn out and replaced with Indiana limestone, the first floor being lowered to the street level.

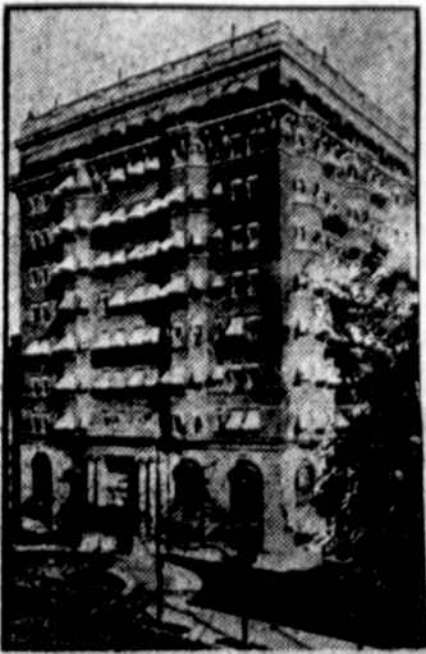
The first floor will be made into modern offices, and will be occupied by William E. Fowler & Co., private bankers; the Guaranty Trust Company and the District Building and Loan Association. Colonel Fowler is president of all of these companies.

The transaction was handled by the F. H. Smith Company, representing Colonel Fowler, and the William H. Saunders Company representing the former owners.

Bradford & Co., with offices in the southern building, have issued a very attractive booklet explaining the advantages of investment in first mortgage notes secured by improved real estate in the Nation's Capital.

The booklet is profusely illustrated with pictures of the various Government buildings and public structures in Washington and the firm is being complimented on its neat appearance and comprehensive scope.

ARLINGTON HOTEL, leased last week by Samuel J. Steinberger, one of the former owners of Harvey's restaurant, for a period of twenty years.

ADMIRAL DEWEY HOME
SOLD AS STORE SITE

The mansion at 1747 Rhode Island avenue, which was presented to Admiral Dewey by the American people for his victory at Manila bay, is being remodeled into a store. This marks the disappearance of one of the most historical residences in the city to the onward march of business.

The house about two years ago passed into the possession of Mrs. John R. Williams. It is under Mrs. Williams' direction that the building is being remodeled.

MT. PLEASANT HOMES
SOLD BY C. D. SAGER

Among the charming homes in Mt. Pleasant sold during the past week by Charles D. Sager was the home at 3614 Rock Creek Church road, which was purchased by Ruth E. Hughes from Harry Petrola. Harry W. Clouser purchased the home at 816 Otis street. Arrie W. Boyer sold the home at 613 Rock Creek Church road to Elise R. Donaldson. Ada Brown sold the property at 3612 Thirteenth street to Thomas W. Walton. Richard N. Houston purchased the property at 513 Harvard street from Sallie E. Hagan.

Home Investment

Beautiful BON AIR HEIGHTS Offer the Best Opportunity to Beat Rent Profiteering and the H. C. L.

Large lots, 40 and 50 feet front, with 6,000 to 8,000 square feet to each lot; plenty land to raise vegetables and chickens.

\$225 to \$325—worth \$400 to \$600—on easy payments.

\$10 Down; \$5 a Month

BON AIR HEIGHTS, between two electric car lines, high elevation, beautiful residence and picture views with restrictions that call for a first-class suburb.

Special Offer to the First Ten Buyers

We have arranged with a builder to start and cut frames. Will give full instructions to build this beautiful bungalow free of cost through which you can save the builder's price; in addition to this, will also plow ground free so as to make it ready for garden. This special offer is for first 10 buyers.



Take car (electric) at 12th and Penna. Ave. to Veith Station, walk three blocks south or meet salesman with automobile; otherwise, take Old Dominion electric car line at 36th and M. N. W., Georgetown, and get off at BON AIR.

AGENTS ON GROUNDS Sunday, May 2d, 1920, from 8 o'clock to 6 P. M. Office open until 7 o'clock evenings. 804 Union Savings Bank Bldg., 710 14th St., Washington, D. C.

Riverdale Heights
LOTS \$59—\$169 LOTS

WHY PAY RENT WHEN YOU CAN OWN YOUR OWN HOME? Start today, throw off the shackles of the landlord and buy a building site in Washington's most beautiful suburb. Choice lots from \$59 up to \$169. Terms as low as \$5.00 down and \$1.00 a week. High, healthy location, beautiful surroundings. A place to LIVE, where you can plant your garden and beat the high cost of living. Don't let this opportunity slip and the other fellow beat you to it. Come out to Riverdale Heights Sunday and let us show you how you can be in your own home in 30 days. Take cars at 15th and G Sts. N. W., or any point along line marked Riverdale, Berwyn or Laurel, and get off at Riverdale Station. For further information call Franklin 898.

THE J. W. HOLLOWAY CO.,
1110 F St. N. W. Franklin 898

Build the Home of
Your Dreams inAURORA HILLS
VIRGINIA

The Beautiful Virginia Suburb

You have longed for a spot such as this; a place where the ground is level and high, surrounded by wonderful scenery. A place where you can breathe freely the pure, fresh country air, and yet a place near enough to the city to reach it quickly and conveniently.

Aurora Hills offers every advantage and convenience. Paved streets, sidewalks, sewer, water, electricity and other advantages to be had only in a suburban location.

A number of handsome homes are now under construction. Colonial and English designs and they are being built with all modern improvements with a real, home-like atmosphere.

For those who want to build a REAL home Aurora is an Arcadia and yet but 15 minutes' street car ride from the heart of Washington.

Visit these homes and the property on Sunday, or phone us and a representative will drive you out by automobile. In going on the street car take Alexandria car leaving 12th and Penna. Ave. N. W., every fifteen minutes.

S. D. CRAMER, Agent
604 Hibbs Bldg., 725 15th St. N. W.
Phone M. 7331

Wanted--Houses
To Meet the Demand

Daily Inquiries From 15 to 50
for Homes in All Sections

We want houses in the Fashionable Northwest, on the Heights north of the city; also in the vicinity of Connecticut Ave. extended, and Northeast and Southeast.

Owners desirous of making quick sales should list their properties with us.

Phones M. 2332-2333

"90% of Buyers Apply to Us"

Stone & Fairfax
1342 New York Avenue

This Corner House and Corner Lot
Northeast Corner 28th and P Sts. N. W. FOR SALE

IMMEDIATE POSSESSION. House contains ten rooms and bath, and occupies lot 20x75 feet. The side lot (corner) is 21x75 feet.

For price and terms, inquire of R. P. Andrews Paper Company,
727 13th Street N. W., or any broker.